



WDAF-TV

Revisions ORDER

Print Date 09/19/12 Page 1 of 2

Contract / Revision 574553 / MISSOURIANS 4 KOSTER

Order Sep 00:15:00

Product

Estimate #

Contract / Revision 574553 / MISSOURIANS 4 KOSTER

Alt Order # 09812005

Original Date / Revision Agency Com 15%
09/19/12 09/19/12 Billing - Contract

Billing Type

Advertiser Koster/D/Atty Gen/MQ

25 Whitlock Place

Billing Cycle EOM/EOC

Agency LUC Media

Marietta, GA 30064

Demographic A35+

Buying Contact

Rev Codes

**25 Whitlock Place
Suite 201
Marietta, GA 30060**

Sales Region NAT

Priority

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 40% Market Value 28312

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	5096
KCWE	%	0
KMBC	18%	5096
KMCI	%	0
KPXE	%	0
KSHB	23%	6511
KSMO	1%	283

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	24	\$9,626.25	\$11,325.00	0.00	08/27/12	09/23/12	24	\$9,626.25	\$11,325.00
Totals	24	\$9,626.25	\$11,325.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
1	4	09/18/12	09/21/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--WTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12	--WTF--			4	\$450.00			0.00					
2	4	09/18/12	09/21/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--WTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12	--WTF--			4	\$300.00			0.00					
3	4	09/22/12	09/22/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12	-----S-			1	\$225.00			0.00					



WDAF-TV

Print Date: 09/19/12

Page 2 of 2

Contract / Revision

574553

Flight Dates 09/18/12-09/23/12

Hiatus Dates

Original Date / Revision

09/19/12/

09/19/12

Order Sep

00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
4	4	09/23/12	09/23/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S						1	\$150.00	0.00			
5	4	09/18/12	09/21/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--						3	\$450.00	0.00			
6	4	09/18/12	09/21/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	--WTF--	:30	3	\$600.00	2	0.00	NM	3	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--						3	\$600.00	0.00			
7	4	09/22/12	09/22/12	Sa 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-						1	\$225.00	0.00			
9	4	09/18/12	09/21/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--						3	\$750.00	0.00			
11	4	09/18/12	09/21/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--WTF--	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--						2	\$750.00	0.00			
N12	4	09/20/12	09/21/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--						1	\$600.00	0.00			
N13	4	09/22/12	09/22/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 PM-9:00 PM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-						1	\$225.00	0.00			
													Totals		24 \$11,325.00



WDAE-TV

ORDER

Print Date 09/19/12

Page 1 of 3

Flight Dates 09/24/12-09/30/12

<u>Contract / Revision</u>	574593	/	MISSOURIANS 4 KOSTER
<u>Original Date / Revision</u>	09/19/12	09/19/12	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	Koster/D/Atty Gen/MO		
<u>Agency</u>	LUC Media		25 Whitlock Place Suite 201 Marietta, GA 30064
<u>Buying Contact</u>			<u>Sales Office</u> DC-M <u>Sales Region</u> NAT <u>Agency Ref</u>
25 Whitlock Place Suite 201 Marietta, GA 30064			

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Sep 00:15:00
Estimate #
Alt Order # 09812006
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes SP-POL PLC GEN
Product Codes PL1lb
Priority 2
Advertiser Ref

Order Share 40% Market Value 56937

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	18%	10248
KCWE	%	0
KMBC	18%	10248
KMCI	%	0
KPXE	%	0
KSHB	23%	13095
KSMO	1%	569

Order Totals					Billing Plan					
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount	
September 2012	55	\$19,358.75	\$22,775.00	0.00	08/27/12	09/30/12	55	\$19,358.75	\$22,775.00	
Totals	55	\$19,358.75	\$22,775.00	0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
1	4	09/24/12	09/28/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTWTF--	:30	5	\$450.00	2	0.00	NM		5	\$2,250.00
NEWS																
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12				09/24/12	09/30/12	MTWTF--	5	\$450.00	0.00							
2	4	09/24/12	09/28/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$300.00	3	0.00	NM		5	\$1,500.00
NEWS																
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12				09/24/12	09/30/12	MTWTF--	5	\$300.00	0.00							
3	4	09/24/12	09/28/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	5	\$150.00	2	0.00	NM		5	\$750.00
NEWS																
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12				09/24/12	09/30/12	MTWTF--	5	\$150.00	0.00							



WDAF-TV

Print Date: 09/19/12

Page 2 of 3

Contract / Revision

574593

Flight Dates 09/24/12-09/30/12

Hiatus Dates

Original Date / Revision

09/19/12 / 09/19/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
4	4	09/29/12	09/29/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1				\$225.00		0.00				
5	4	09/30/12	09/30/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1				\$150.00		0.00				
6	4	09/24/12	09/28/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	5	\$225.00	2	0.00	NM	5	\$1,125.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		5				\$225.00		0.00				
8	4	09/24/12	09/28/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		5				\$600.00		0.00				
11	4	09/24/12	09/28/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	MTWTF--	:30	5	\$750.00	2	0.00	NM	5	\$3,750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		5				\$750.00		0.00				
13	4	09/30/12	09/30/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1				\$750.00		0.00				
14	4	09/24/12	09/28/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTWTF--	:30	5	\$750.00	2	0.00	NM	5	\$3,750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		5				\$750.00		0.00				
15	4	09/24/12	09/28/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	5	\$300.00	3	0.00	NM	5	\$1,500.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		5				\$300.00		0.00				
N 16	4	09/24/12	09/28/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		5				\$450.00		0.00				
N 17	4	09/24/12	09/28/12	M-F 5-6p 530-6p	CM-All	530-6p	MTWTF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		1				\$450.00		0.00				
N 18	4	09/24/12	09/28/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	5	\$225.00	2	0.00	NM	5	\$1,125.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWTF--		5				\$225.00		0.00				



WDAF-TV

Print Date: 09/19/12

Page 3 of 3

Contract / Revision **574593** Flight Dates **09/24/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO **Product** MISSOURIANS 4 KOSTER **Estimate #**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Spots	Amount	
N 19	4	09/29/12	09/29/12	MLB on FOX Daytime MLB on FOX Daytime	CM-All	Daytime	-----S-	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S-		1	\$200.00	0.00							
														<u>Totals</u>	55 \$22,775.00



WDAF-TV

ORDER

Print Date 09/19/12 Page 1 of 4

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	574910	/	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	09/19/12	09/19/12	<u>Agency Com</u> 15%	<u>Estimate #</u>	1951
			<u>Billing Contact</u>	<u>Alt Order #</u>	09771612
<u>Advertiser</u>	Kander/D/Sec of State		650 Massachusetts Ave NW Suite 210 Washington, DC 20001	<u>Billing Type</u>	Cash
<u>Agency</u>	Buying Time LLC			<u>Order Type</u>	GENERAL
<u>Buying Contact</u>				<u>Billing Cycle</u>	EOM/EOC
650 Massachusetts Ave NW Suite 210 Washington, DC 20001				<u>Billing Calendar</u>	BROADCAST
				<u>Demographic</u>	A35+
				<u>Rev Codes</u>	SP-A UNA GEN
				<u>Product Codes</u>	PL1Xb
				<u>Priority</u>	3
				<u>Advertiser Ref</u>	

Primary Account Executive
Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 20% Market Value 74500

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	31%	23095
KCWE	%	0
KMBC	22%	16390
KMCI	%	0
KPXE	%	0
KSHB	27%	20115
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	27	\$12,665.00	\$14,900.00	0.00	10/01/12	10/22/12	27	\$12,665.00	\$14,900.00
Totals	27	\$12,665.00	\$14,900.00	0.00					

Billing Plan

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End</u>	<u>Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
1	4	10/17/12	10/17/12	M-F 530-6a M-F 530-6a	CM-All	530-6a		--W---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				FOX News	REV											
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating				
				Week: 10/15/12	10/21/12	--W---		1	\$300.00		0.00					
2	4	10/19/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a		----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				FOX News	REV											
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating				
				Week: 10/15/12	10/21/12	----F--		1	\$300.00		0.00					
3	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a		M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				FOX News	REV											
				Start Date	End Date	Weekdays		Spots/Week		Rate		Rating				
				Week: 10/22/12	10/28/12	M-----		1	\$300.00		0.00					



WDAE-TV

Print Date: 09/19/12

Page 2 of 4

Contract / Revision

574910

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision

09/19/12 / 09/19/12

Order Sep 00:15:00

Advertiser Kander/D/Sec of State

Product KANDER FOR MISSOURI

Estimate # 1951



WDAF-TV

Print Date: 09/19/12

Page 3 of 4

Contract / Revision 574910 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/19/12 / 09/19/12

Order Sep 00:15:00

Advertiser Kander/D/Sec of State

Product KANDER FOR MISSOURI

Estimate # 1951



WDAF-TV

Print Date: 09/19/12

Page 4 of 4

Contract / Revision 574910 Flight Dates 10/16/12-10/22/12 Hiatus Dates
Original Date / Revision 09/19/12 / 09/19/12 Order Sep 00:15:00
Advertiser Kander/D/Sec of State Product KANDER FOR MISSOURI Estimate # 1951

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
24	4	10/17/12	10/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$800.00	3	0.00	NM		1	\$800.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	REV											
		Week: 10/15/12	10/21/12	--W----	Spots/Week	1	Rate	Rating								
25	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM		1	\$800.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	REV											
		Week: 10/22/12	10/28/12	M-----	Spots/Week	1	Rate	Rating								
26	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM		1	\$600.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	REV											
		Week: 10/22/12	10/28/12	M-----	Spots/Week	1	Rate	Rating								
27	4	10/21/12	10/21/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$250.00	2	0.00	NM		1	\$250.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	REV											
		Week: 10/15/12	10/21/12	-----S	Spots/Week	1	Rate	Rating								
E 28	4	10/18/12	10/18/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$600.00	2	0.00	NM		1	\$600.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	REV											
		Week: 10/15/12	10/21/12	---T---	Spots/Week	1	Rate	Rating								

Totals 27 \$14,900.00